

SUNDAY 3/27/60

PHONE CALL

NAME & ADDRESS

COMMENTS

#1 come

#2 come

#3 313 MR. DAY LUTHERAN CH.

14. LANSING Resident of Sec 17.

~~#8 1118 HALL~~

~~Don't remember that comment
that a paper of course says
that it had looked families
right down to moving into Detroit.
So but, Jack that's right.
Wanted to get 4000 ft. was
planned to know he would
have choice of 4000 ft.
his house is 1000 ft. or
what section will be colored
families move in, well they
be next door to each other
around - we don't know yet
the first where they will be
located, but they won't get
be next door to each other
Doesn't look good.
Doesn't look good.
Doesn't look good.
Doesn't look good.
Doesn't look good.~~

S. Rank Wanted to be assured house next door will not be sold to Negro in Pennington Park which I did. Asked if she could get her money back since integration is effective. The answer was NO.

6 Week Has Application with us for Pennington Park

Wanted to know of the article on integration with them. Affirmed this - Wanted to know when they would be located - Assured him that they wouldn't be next to him - Stated we would hear from him later.

SUNDAY 3/27/1960

CONVERSATION
IN THE
KITCHEN

NAME & ADDRESS

COMMENTS

#1 WASH

Mr New

Went to see death of
my aunt, father, & every
other brother, and had to
have home the best, as what
action are you taking
FROM WASHINGTON, DC. - NOT WORRIED
AS LONG AS PEOPLE DON'T PANIC.

#2 WASH

LOT P-913

#3 WASH

CATHERINE M. MUELLER App at 3607
MARYELLEN DEMPSEY

DOESN'T SEEM TO MIND.

#4 WASH

Mr. Dever. Botany Circle I guess it had to
do.

#5 ROCK

~~ROBERT~~ EBERBACH
P 1052

— Disturbed about News in Papers
Wanted to leave, around his
won't be as far as he
Seems calm and satisfied now.

#6 WASH

HALL M-128

Doesn't like the idea of negro
families moving in. Doesn't want
his children to go to school with
them - Doesn't want them as
neighbors - Presently resident of
South Phil. - Byproduct situation
was away satisfied.

Ed Johnson & Customer

P. 1130

How many spade applications have been taken? — none as yet. — That's good because all of the houses ground we have been taken and we won't have any near us.

When they bury, will they be in a separate area? — no we cannot segregate them!

Levitt & Sons

Levittown, New Jersey

March 29, 1960

Gentlemen,

This letter is written with a great deal of disappointment in the decision which was recently made on your part and which was publicized in recent editions of the local newspapers regarding the sale of houses in your development to members of the Negro race.

Quite frankly, the disappointment is more than general, as I have made a deposit of \$4,000 in a house in the Pennypacker Park area. I have reached the point of forfeiture of this deposit to avoid possible future loss in property value far in excess of this amount.

From the information which has been made available, your decision was made prior to exhausting of all possible legal actions and as such is an admission of defeat before it became an actual fact. Your act of admission of defeat will, quite possibly, establish a precedent which will have national effects. I certainly expect that due consideration has been given to these effects - especially to sale of houses in the area of Suburban^{near}, which is a fairly reliable source of financial information indicates that you have property holdups and which, needless to say, is a less satisfactory

area than Burlington, New Jersey.

I hope that you might be able to give me some information that will more reassure me than the conversation I had with one of your salesmen this evening.

Richard C. Summers
Apt. E-10, 218 N. Easton Road
Glenside, Penna.

Ref. Lot 1081
Penny Park.

Job # 1136 Refused to give his name.

He is very upset about the Negro situation and wanted to know how many homes would be sold to Negroes. Does not want to live with them or near them and will consider writing for a refund.

D.

MON.

2/28/60

1. McKee Mr. McCaughey - On Contract will cancell
 the contract as when they live
 in country.

2. McKee Mr. Warner ⁰¹⁻²⁹ May 1960 - Undecided
 very disturbed at the early date selection

3. McKee Mr. 931 - wanted to be guaranteed there
 would be no region left to
 them and in what section would
 they move into. Undecided about
 making Settlement on Rouse.

Very disturbed about the situation
 but after several days of explanation was satisfied.

Mr. LSP

3/31/60

1. MR Couple bought house in Penypacker Park. Afraid of Negro Situation depreciating value on property. Assured him property will not depreciate. Went away satisfied - Job # 918
2. MR Customs living on Pheasant Lane doesn't mind colored moving in as long as there isn't too many. Would like to see it done in "Very small doses".

MON 2/18/60

PHONE CALL

- 1 Mr ED BARNWELL → TO CANCEL / NO CONTRACT
BECAUSE OF NEGRO SITUATION
- 2 MS 1118 WANTED TO CANCEL. BUT AFTER TALKING DECIDED NOT TO.
BECAUSE OF COLOURED SITUATION — ONLY REASON
TOLD NO Dep. Refusable.
- 3 Mr. Bought home on Patriot Lane. Wanted to know
how many were sold on his street. Doesn't
want negro next door.
- 4 Mr. Van Loon — CALLED TO CANCEL HAS
SIGNED CONTRACT — ANSWER NO
REASON FOR CANCELLATION BECAUSE OF NEGRO SITUATION
- 5 Mr. Kelly Job #1132 — CALLED TO enquire what section
negroes would be moving into, would one be moving in
near her. — very disturbed about the situation.
- 6 Mr. Michaels — Prospective buyer in Planyphar — wanted
to be guaranteed there would be no negroes in that section.
- 7 Mr. Burton's talks Re Negro Situation, after explanation was satisfied.

Wes. March 29 - We were signing the contract
Vasey when they asked me if they
were the first colored applicants
they stated they looked very
nicely dressed and seemed to
be a nice couple. Had clipping
about integration with him
but said he didn't care to
live next door to them.

Sect

Leon L. Pearson

11/2/60

1. (a) Mr. Pearson has contract signed and wants
to cancel and get \$400 back told
him we will lose his money since there
nothing I can say will change his mind
He said he'd get his ~~money~~ lawyer.
told him if he feels his lawyer can get
his money back he should just do that

P/H/111
S.A. - 4/1/6.

1 SA: Mrs. Keeley: Telephoned very concernedly. I asked about integration question W. moved about whether any will be close and was told people who have bought need not worry about their neighbors. Then queried about amount coming here, as she is going to have \$6,000 cash quantity in home at settlement and is fearful of depreciation in value.

Nov 5/1913

Question:

How about the colored situation here? Are there many moving in? Levittown homes are so nice and the community is likewise, it would be a shame if they (colored) ruin it. They seem to get a great deal of satisfaction out of going where they are not wanted.

Varey

Nov 3/13

A Mrs Long called from Princeton asking about our Country Clubbet. After giving her the information she asked "What are you doing about the integration problem". I told her due to the prices of the homes we don't expect many to buy and in fact no Negro has signed up with us since the announcement. She ~~at~~ said they were going to come out by this week-end to discuss the house some more.

Rock.

CONVERSATIONS

4/13

A GENTLEMAN INQUIRING ABOUT A C.C.
~~WENT~~ BROUGHT UP COLORED SUBJECT AND
ASKED IF WE WOULD HAVE ANY HERE. I TOLD
HIM WE PROBABLY WOULD IN THE NEAR
FUTURE, HE ASKED IF WINDSOR PARK ALSO
WOULD, AND I REPLIED IT WAS POSSIBLE,
BUT LESS LIKELY AND THEN MENTIONED
MY VIEWS AS TO WHY, ~~... BECAUSE~~ BECAUSE OF HIGHER
CREDIT REQ'TS, ETC., AND EXPRESSED MY VIEW
THAT IT WOULD BE BOUND TO CAUSE A
HIGHER CULTURAL CLASS TO BE QUALIFIED
APPLICANTS. HE SAID: ~~.....~~ "I DON'T
WANT TO MIX WITH THEM, AND I
DON'T FANCY THEM WANTING TO MIX
WITH ME."

- Ribbun

Plan

1 ~~was~~ No name. (Horn Green)

Comments: Woman called, very disturbed about negro situation - and especially Mr. Bradshaw, he stated that there would be no negro here in Antwerp - wanted his home address in order to ~~visit~~ ^{call} him because of ~~responsibility~~ ^{responsibility}.

2 ~~was~~ no name (Horn Green)

Comments - my sister in N.Y. is moving to this area, but she is really concerned that a colored family will be placed next door. after a 10 minute explanation her final comments "I guess it had to come."

Wed. 3/30.

3. Mr. John Carey. Has \$500 Dep on Country Club (Waterfront)
He is equal regarding integration. wanted to know if we had sold any Country Club prospects of Negro race.?

$\gamma_{11} = 4.3$ (average of γ_{11} and γ_{12})
 $\gamma_{12} = 4.2$ (average of γ_{11} and γ_{12})

They are 12, 24, 36, 48, 60, 72, 84, 96, 108, 120, 132, 144, 156, 168, 180, 192, 204, 216, 228, 240, 252, 264, 276, 288, 300, 312, 324, 336, 348, 360, 372, 384, 396, 408, 420, 432, 444, 456, 468, 480, 492, 504, 516, 528, 540, 552, 564, 576, 588, 600, 612, 624, 636, 648, 660, 672, 684, 696, 708, 720, 732, 744, 756, 768, 780, 792, 804, 816, 828, 840, 852, 864, 876, 888, 900, 912, 924, 936, 948, 960, 972, 984, 996, 1000.

Aug 360
for ...

✓ 11/10 12/10 13/10 14/10 15/10 16/10 17/10 18/10 19/10 20/10 21/10 22/10 23/10 24/10 25/10 26/10 27/10 28/10 29/10 30/10 31/10

Apr 60 Regimen of 1st course
 Levamisole 1 g daily

7. Accuracy of the data - Le 10, 1

$\frac{1}{\sqrt{2}} \left(\begin{matrix} 1 & -i \\ i & 1 \end{matrix} \right)$

4. $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$

Appleton

App # 3667
Phila PA

Ernest A Mastucci

Applicant wanted to know what the chances were of having a colored family right next door to the one he selected. I told him that the first two colored families will certainly not be placed immediately next door to the one the applicant had selected, and whilst we don't know at this time their exact location, and certainly couldn't guarantee they wouldn't be on the same block, they would be at least 4 or 5 houses away.
(Cannon) 4/14/1960.

Sunday 4/17/60

Customer asked during conversation as to what we are doing about the "smokies" wedging their way into the community. I told him not too many will move in, and they will be of a very high type. He agreed but was concerned about the neighborhood he lived in where Negroes were buying the homes and no white people would buy in that area at the present time. I told him it is quite evident that the neighborhood he lives in is more than 25 yrs old. That this is the beginning of a change, but no change ever takes place in a new community. This is a statistical fact which can be verified by the Society of Appraisers, etc. I
He seemed satisfied

Rock.

Conversation with Mr & Mrs Atkinson
of Philadelphia 4/18/60.

"I'm here to-day to buy a house (as
it turned out he didn't qualify until
his present house is sold which will
enable him to pay off auto loan)
when we first heard of the colored
situation we changed our minds
completely about buying in Severtown
but we now feel that as Severt,
is in the same position as every
other builder this is still the
Best Buy

Stanley Langft.

CONVERSATION WITH POTENTIAL
BUYER

(SUNDAY
APRIL 10, 1960)

Mr. Gorman

HAS THE PROBLEM OF
INTEGRATION AFFECTED OUR
SALES - ANSWER - NO

DO YOU THINK THAT
INTEGRATION WILL HURT THE
RESALE VALUE OF LEVITT HOUSES.

ANSWER - NO BECAUSE OF
THE INCOME REQUIREMENTS THAT WE
HAVE WILL BRING ONLY THE FINE
TYPE OF NEGRO FAMILY INTO
LEVITOWN, N.J. ETC.

HE AGREED WITH ME ON
WHAT I SAID BUT STILL WAS
DISTURBED OF THE "INTEGRATION"
MERELY BECAUSE OF RESALE VALUE

John P. McGarrigle
(SALESMAN)

FRIDAY - 4/15/60

App# 3668
Dunmore PA

THIS APPLICANT ASKED: AS OF NOW, WHAT IS THE STATUS ON COLORED IN LEVITOWN? "HE WAS ANSWERED IN THE USUAL FIRM, AUTHORITATIVE MANNER INDICATING NO REASON FOR CONCERN ABOUT THE IMMINENT ARRIVAL OF A FEW NEGROES; THIS INFORMATION BEING BASED ON THE LOGIC OF THE VARIOUS SCREENING DEVICES, WHICH ARE BOUND TO CULL THE HIGHEST CULTURAL TYPE IN THE VERY FEW WHO DO MANAGE TO QUALIFY FOR PURCHASE. MR. JOHN NILSEN, THE PURCHASER THEN SAID: "WELL, AS LONG AS THEY ARE NOT PERMITTED TO RUIN THE PLACE BY BEGINNING TO MUSHROOM IN ONE PLACE AND BEGIN A SYSTEMATIC DOWNGRADING OF A NEIGHBORHOOD... I THINK SPOTTING THEM FAR APART FROM EACH OTHER IS BEST AND I WOULDN'T MIND THAT." - Ribner

App# 3669
Dunmore PA

NO COMMENT.

Dacy

APP# 3670

NO COMMENT

Bob.